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# #MICROATL TASKFORCE

## LOOKBOOK

2018/2019

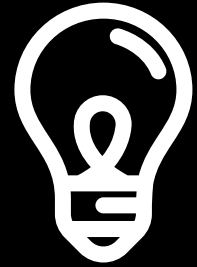
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Department of  
**CITY PLANNING**

#micro**ATL**

# TASKFORCE STRUCTURE



## WHAT IS THE #MICROATL TASKFORCE?

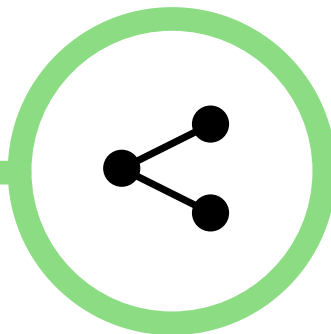
The #microATL Taskforce members are volunteers who offered their subject matter expertise to provide strategic recommendations on central issues related to micro-enterprise support in a public retail context.

## PROCESS



### CONCEPT

Write down ideas during the brainstorm



### SHARE

Share what you have in mind



### COLLAB

Best ideas come from collaboration

# 2 MEET THE TASKFORCE

**Donna Adams** | Catch

**Randi Mason** | Invest Atlanta

**Jordan Alleyne** | Wells Fargo

**Eduardo Munoz** | Welcoming Atlanta

**Victoria Anglin** | NP Voice

**Theo Pace** | Office of Research and Policy,  
City of Atlanta

**Maria Peck** | LiftFund

**Loreatha Cannon** | Atlanta Police  
Department

**Ray Pennie** | Access to Capital for  
Entrepreneurs

**Kim Carter Evans** | TruFund Financial  
Services

**Bermicia Quarles** | Office of Revenue, City of  
Atlanta

**Stephen Causby** | Atlanta Regional  
Commission

**Rolando Restrepo** | Welcoming Atlanta

**Kara Cooper** | Atlanta Beltline

**Janice Robinson** | United Way of Greater  
Atlanta

**Christina Cummings** | Department of City  
Planning, City of Atlanta

**Willis Rousseau** | Vendor

**Charlene Edwards** | Actions Not Words  
Project

**Bernita Smith**, Neighborhood Nexus

**Kayla Ryan** | Department of City Planning,  
City of Atlanta

**Demond Ford** | Go 4 Locations, LLC.

**Emily Giordano** | Department of City Planning, City of  
Atlanta

**Jatawn Sneed** | Atlanta Police Department

**Yvonne Solomon** | Vendor

**Mitch Graul** | Wells Fargo

**Leida Speller** | The Piedmont Group

**Alena Green** | Central Atlanta Progress

**Kent Spencer** | Invest Atlanta

**Marc Hannon White** | WorkSource Atlanta

**Pete Srodoski** | King of Pops

**Oliver Hines** | Atlanta Souvenirs, Centennial Sweet  
Spot

**Anna Staddon** | Rebuilding Together Atlanta

**Josh Humphries** | Department of City Planning, City  
of Atlanta

**Aniya Strong** | Fulton County Board of Health

**Shaherah Jefferson** | Office of Revenue, City of  
Atlanta

**Jevon Turner** | Vendor

**Rob Johnson** | Rob R Johnson Ltd. Co.

**Jacob Tzegaegbe** | Office of Mayor Bottoms, City of  
Atlanta

**Mindy Kao** | Community Foundation for Greater  
Atlanta

**Charles Walker** | Urban League of Greater Atlanta

**Raeha Kim** | Millennial Chamber of Commerce

**Kelvin Walls** | Atlanta Police Department

**Michelle Long** | NP Voice

**Tarnace Watkins** | Grove Park Foundation

**Odetta Macleish White** | TransFormation Alliance

**Darren Williams** | Food Truck Association of Georgia



## PROGRESS BY THE NUMBERS

# 50

*organizations that represent industry expertise from a wide range of sectors including, policy, economic development, education, financial institutions, business planning, and many more*

# 700

*in-kind volunteer hours donated by the #microATL Taskforce*

# \$21K

*Over \$20,000 dollars of in-kind technical assistance donated over a 7 month period*

# WORK SESSION OVERVIEW

## Work Sessions 1-3 and Kick-Off

The first half of the #microATL work sessions provided the taskforce with...

- 1) an overview of the history of the vending program,
- 2) what the City would like the program to accomplish in the future and,
- 3) how to best communicate with various vending stakeholders in the City of Atlanta.

## Topics Covered

Historical and Political Context of Public Vending in the City of Atlanta

Challenges and Barriers to Vending

Potential Target Communities for Pilot

Identification of Stakeholder Communication Tools

Survey Construction

# WORK SESSION OVERVIEW

## Work Sessions 4-6

The second half of the #microATL work sessions focused on generating...

- 1) proposed policy changes that support a robust vending ecosystem in Atlanta
- 2) meaningful ideas about administrative, financial, and human resources needed to sustain #microATL in the future and
- 3) a short and long-term pilot program plan.

## Topics Covered

Resource Development

Legislative Changes

Administrative Changes

Pilot Program Development

Community Engagement Outreach Plan

# 6

## Taskforce Final Deliverable

The ultimate product of the #microATL Taskforce is a final report of administrative and programmatic recommendations that will direct the strategic implementation plan of #microATL in the future.

Please visit the #microATL webpage to view the final report.

